

MBIB 4004

M.B.A. DEGREE EXAMINATION,
DECEMBER 2014/ JANUARY 2015.

Fourth Semester

International Business

INTERNATIONAL LOGISTICS MANAGEMENT

(2012 – 13 Batch Onwards)

Time : Three hours

Maximum : 100 marks

PART A — (5 × 6 = 30 marks)

Answer any FIVE questions out of the following.

1. What is the relevance of logistics in international marketing?
2. Identify the factors that influence distribution and logistics
3. What is the role of C&F agents in transportation?
4. How can developments of dry ports help promote international trade?
5. Explain the types of shipping.

6. What are the advantages of air transportation?
7. What kind of services cargo handling agents provide?
8. Examine the role of warehousing facilities in the context of international trade.

PART B — (5 × 10 = 50 marks)

Answer any FIVE questions out of the following.

9. Explain the concept, objectives and scope of International logistics management.
10. Discuss the role of freight forwarders in the transportation of goods from one country to another.
11. Explain the shipping documentation requirements.
12. Identify the ways to reduce transportation costs of supplying to consumers.
13. Discuss the application of inventory management to international marketing?

considerable growth in the requirement for such logistical facilities and DHL is now being used by all of the top companies listed in the FT's Top 100 Exporters.

Questions :

- (i) Identify the major challenges posed to companies like DHL.
- (ii) What should express companies do to be successful in the international operations?

14. Explain the scope for development of inland water transport.

15. Describe the role of air transport in movement of cargo in overseas trade of India.

16. Explain in brief: (a) Multimodal transportation
(b) Principles of shipping.

PART C — (1 × 20 = 20 marks)

Compulsory.

17. Case Study :

Increased demand encouraged air express companies to supplement use of existing commercial flights with their own fleet of aircraft and to set up their own sorting depots in order to be in a position to offer greater flexibility to their customer. In the UK, for example, DHL International (UK) Ltd took the lead in 1980 by creating a hub at Heathrow Airport, followed by a second hub at East Midlands Airport in 1989, which today has become the third largest air cargo airport after Heathrow and Stanstead.

In recent years there are dramatic changes in the express distribution industry driven by several factors:

(a) Changing Expectations. In Europe, the relaxation of trade barriers and emergence of developing markets and economies such as Eastern Europe, have increased the demand for a high standard of reliable service.

(b) A Fresh Perspective on Distribution. Distribution efficiency has become vital in maintaining competitive edge. By being able to offer far more than just an express delivery service, companies such as DHL, have become an integral part of their client's distribution strategy, servicing the needs of the world's largest multinationals through inventory management, mailroom management services and direct distribution services.

(c) Technological Advancement. Computerisation allowed organisations such as DHL to offer completely integrated solutions, so that multinational organisations could rely on just one air express carrier to fulfil all of their requirements. Technology simplified administration, reduced the margin for error and made it easier to cut down on costs.

(d) Changing shipping trends. Air express is growing in popularity at the expense of air freight. There is also a growth in heavier parcel weights in all markets.

(e) Growing emphasis on exports. Increasing exports has helped to countries to move out of recession. Increased export levels have in turn led to a greater demand for express services.

(f) Environmental pressures the growing importance of environment has put pressure on all express distribution companies to improve their distribution methods to ensure minimum impact to the surrounding environment.

In 1981, DHL became fully computerised with considerable investment taking place in automated equipment and processes throughout the organisation. This in turn heralded the advent of total logistics solutions, with customers-looking to express distribution companies as partners to assist them in reducing costs and overheads by reducing stock holding and warehousing. Just-in-time delivery services are now a common feature within total logistics chains serving the requirements of manufacturing, retail and service industries. It is the reliability of delivery by air express companies, such as DHL, that has led to